



# STEP 1: KNOW THE WARNING SIGNS.

**IT'S A FACT:** Untreated oral disease affects over half of the world, and chronic gum disease affects over 90% of the world population.<sup>1,2</sup> But by taking the right steps, there's a lot you can do to help keep your mouth as healthy as possible. The first step is being aware of the warning signs:



Swollen, tender gums



Bleeding gums



Bad breath



Teeth sensitive to hot or cold liquids

These issues are caused by a build-up of bacteria in plaque, and are signs of cavities, gingivitis, or periodontitis. If you notice any of these signs, talk to your dental health professional about ways to help.

## UNDERSTANDING ORAL DISEASE

- **CAVITIES** are weak spots on teeth caused by bacteria left in the mouth. A cavity can result in a small hole in the tooth.
- **GINGIVITIS** is the first stage of gum disease, which starts when bacteria build up in plaque on your teeth and gums. Poor oral hygiene and bad habits can contribute to gingivitis.
- **PERIODONTITIS** is the next, much more serious stage of gum disease that can occur when gingivitis isn't properly treated. It can ultimately result in tooth loss... and it's not reversible. Smoking, diabetes, and family history can increase your risk of periodontitis.\*


\*LISTERINE<sup>®</sup> Mouthwash is not indicated to treat periodontitis.

# STEP 2: FIGHT BACK WITH A BOLD DAILY ROUTINE.

To help ensure a clean and healthy mouth, focus on good oral hygiene and stick to it. This includes regular visits to your dentist and a daily routine that includes brushing, flossing, and rinsing with LISTERINE<sup>®</sup> Mouthwash.

**BRUSH**  **2x A DAY**



**FLOSS**  **EVERY DAY**



**RINSE**  **2x A DAY**

# STEP 3: SEE THE BOLD RESULTS.

As a LISTERINE<sup>®</sup> user, not only are you given the confidence that comes from killing 99.9% of germs<sup>†</sup>—but you are more likely to have a clean and healthy mouth than by just brushing and flossing alone.<sup>3</sup>

**BRUSHING & FLOSSING REACH 25% OF THE SURFACES IN THE MOUTH<sup>4</sup>**



**BOLD FACT:  
PATIENTS WHO RINSE WITH LISTERINE  
HAVE LESS PLAQUE ON THEIR TEETH  
AT 6-MONTH CHECKUPS—EVEN IN HARD-  
TO-REACH AREAS OF THE MOUTH.<sup>5</sup>**

<sup>†</sup>On top of brushing.

**References:** 1. Marcenes W, Kassebaum NJ, Bernabé E, et al. Global burden of oral conditions in 1990-2010: a systematic analysis. *J Dent Res.* 2013;92(7):592-597. 2. Coventry J, Griffiths G, Scully C, Tonetti M. ABC of oral health: periodontal disease. *BMJ.* 2000;321(7252):36-39. 3. Data on file, Johnson & Johnson Consumer Inc. 4. Kerr WJS, Kelly J, Geddes DAM. The areas of various surfaces in the human mouth from nine years to adulthood. *J Dent Res.* 1991;70(12):1528-1530. 5. Araujo MWB, Charles CA, Weinstein RB, et al. Meta-analysis of the effect of an essential oil-containing mouthrinse on gingivitis and plaque. *J Am Dent Assoc.* 2015;146(8):610-622 and/or post hoc analyses of data.